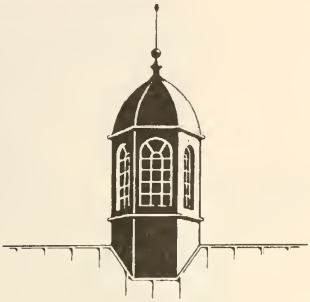
MBA

WEST VIRGINIA
WESLEYAN COLLEGE



MBA

WEST VIRGINIA WESLEYAN COLLEGE

Buckhannon, WV 26201
Phone (304) 473-8MBA
Fax (304) 473-8479

NOTICE OF NONDISCRIMINATION/AFFIRMATIVE ACTION

West Virginia Wesleyan College, a private educational institution, is committed to the principle of equal opportunity for all qualified persons, welcomes students of all backgrounds and takes pride in the diversity of its faculty and staff. It assures students access to all the privileges, programs and activities generally accorded or made available at the College. West Virginia Wesleyan College strongly supports affirmative action principles and does not discriminate on the basis of creed, religion, national or ethnic origin, age, race, color, gender or handicap in the administration of its educational programs, admissions policies, financial aid programs, athletics, co-curricular activities or other College administered programs

West Virginia Wesleyan College

MBA

Enrichment For Your Future

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"Wesleyan stands ready to offer its students a superb educational experience, focusing on the development of their intellectual capacities and their personal lives."

William R. Haden,
President of
Wesleyan

The Wesleyan M.B.A. Mission

"To prepare men and women for positions of leadership and responsibility by providing them with the knowledge, skills and attitudes required to be effective managers under conditions of change and uncertainty."

"Wesleyan's M.B.A. Program equips the working professional to be more productive and more proactive in making sound business decisions. This happens in an environment that emphasizes practical applications of current theory, ethical decision-making, and active networking among members of the business community."

Dr. G. Thomas Mann,
Dean of the College

David W. McCauley, Director

THE WESLEYAN M.B.A.

The Wesleyan M.B.A. experience is unique. Learning is not limited to the classroom experience led by our outstanding faculty. Rather the group dynamics of a diverse, professional student body is the backbone of the Wesleyan M.B.A. experience. Imagine the enlightened dialogue among classmates deliberating a current, business issue with input generated by accountants, engineers, teachers, bankers, registered nurses and other healthcare professionals. Sharing of diverse, professional perspectives sets our M.B.A. Program apart from others.

For more than a decade, our Program has offered professionals in northern West Virginia the opportunity to develop the necessary skills to excel in today's business world. Our Program's graduates now lead the success of many of the most progressive and prosperous organizations in our state. I invite you to read the testimonials of our current students, alums and employers of our graduates. The biographical profiles of our faculty reveal the excellent balance of extensive, business experience coupled with rich academic backgrounds.

Our M.B.A. staff and faculty are committed to exposing our students to the most current business methods. Our Program embraces the most current technology by integrating computer usage in a majority of courses, while remaining acutely attentive to the human dynamics of business. While the lifeblood of our M.B.A. is pragmatism, our students are familiarized with the theories of business.

All of our M.B.A. courses are offered during the evening hours, Monday through Thursday. We strive to accommodate the busy work and family schedules of our students. Being time-proven, diversely enriching, accommodating ... these are the hallmarks of our Wesleyan M.B.A. Become a part of our success. Let us lead you to your success!

ADMISSION PROCESS

ADMISSION POLICY

Applicants are required to:

1. Hold a baccalaureate degree from an accredited college or university. They must submit transcripts of all undergraduate and graduate college work to the M.B.A. director.

2. Complete and return the application form with a $15.00 application fee to the M.B.A. office.

3. Submit an official report of the Graduate Management Admission Test (GMAT), or arrange to take the test prior to the completion of 12 hours of graduate study. The test is offered on Wesleyan's campus twice each year.

4. Submit a satisfactory score (500+) on the Test of English as a Foreign Language (TOEFL), if English is not the primary language.

5. Interview with the director of the M.B.A. Program.

"I chose the Wesleyan M.B.A. because I knew it would be a stepping-stone for my career. The night classes were convenient since I was working and pursuing my M.B.A. at the same time. Wesleyan's broad-based curriculum gave me a wide spectrum of skills to use in today's fast-paced business environment."

Vickie Barlow Crowder
Personnel Director
West Virginia Wesleyan College

Wesleyan's M.B.A. Program is designed for students committed to a career in business, regardless of their undergraduate major. However, students are required to have a basic knowledge of business. The undergraduate prerequisite courses are:

	Semester Hours
Principles of Accounting I & II	6
Principles of Management	3
Principles of Marketing	3
Principles of Economics	3
Statistics	3
	18

Applicants who have not met the minimum undergraduate course requirements will be considered for provisional admission to the program until this requirement is satisfied. Certain M.B.A. courses may be taken while students are completing the undergraduate prerequisites. However, candidates must complete all of the undergraduate prerequisites prior to earning 12 hours of M.B.A. credits.

Undergraduate course prerequisites may be fulfilled by student enrollment and successful completion of the courses, some of which are offered on Wesleyan's campus through the External Education Program. For details concerning the College's External Education course offerings, contact the office of the Dean of the College at (304) 473-8042.

Additionally, students may test out of undergraduate courses by attaining a passing score on the College Level Examination Program (CLEP) test.

UNDERGRADUATE COURSE WAIVERS

In lieu of completion of the above undergraduate course prerequisites, students may meet certain undergraduate prerequisites based upon their professional work experience. Requests for work experience waivers for undergraduate courses shall be submitted to the Program Director in writing, and such waiver requests shall be approved or rejected by the Director.

CURRICULUM

The following M.B.A. courses are required of all candidates:

		Semester Hours
BUS 501	Advanced Managerial Accounting	3
BUS 515	Financial Management	3
BUS 520	Operations Management	3
BUS 530	Marketing Management	3
BUS 540	Business Research & Forecasting	3
BUS 545	Statistical Methods	3
BUS 570	Managerial Economics	3
BUS 585	Business and Society	3
BUS 595	Business Policy	3
BUS . . .	Electives (Below)	9
		36

Electives may be selected from these or other courses approved by the Director of the M.B.A. Program:

		Semester Hours
BUS 505	Financial Accounting	3
BUS 523	Organizational Behavior	3
BUS 525	Human Resources Management	3
BUS 527	Leadership	3
BUS 532	International Marketing	3
BUS 560	Management Information Systems	3
BUS 583	Personal Investment Strategy	3
BUS 584	Productivity Software for Managers	3
BUS 588	Special Topics	3
BUS 590	Executive Communications	3

COURSE DESCRIPTIONS

BUS 501 Advanced Managerial Accounting

A study of special topics in cost accounting such as budgeting, profit plan control, tax planning, inventory control, with special emphasis on decision models. Cash forecasting, modeling the financial aspects of the firm, and analyzing the financial statements for investment decisions will also be covered. Readings and cases will be used throughout the course.
Prerequisites: Accounting I, II; also BUS 505 is suggested if there has been a considerable time gap since completion of the principles of accounting courses and the student is without professional accounting experience.

BUS 505 Financial Accounting

An introduction to the rationale for, and implications of, important accounting concepts and accounting procedures so students can interpret, analyze, and evaluate financial statements. The use and importance of financial statements in the managerial decision-making process are emphasized.
Prerequisites: Accounting I, II.

BUS 515 Financial Management

An introduction to financial decision making. Organizations are under increased scrutiny by the various capital markets where they seek money in order to expand. Students examine the impact of decisions on the value of the company and its responsibility to its shareholders. Case studies are used extensively.
Prerequisites: Accounting I, II.

BUS 520 Operations Management

A study of the structure and behavior of an organization in relationship to planning, organizing, staffing, leading, and controlling from the system perspective. Students consider quantitative techniques as well as creative approaches to solving problems and making managerial decisions, emphasizing such areas as quality control, process design, work measurement, capacity, location, layout and material, and inventory control management.
Prerequisites: Principles of Management.

BUS 523 Organizational Behavior

A study of effective work groups in business from the point of view of both intrapersonal and interpersonal relationships. Topics involving the individual include: perception, motivation, learning, attitude and stress. Those involving the group include: communication, problem-solving, influence, and power. Practical exercises, observation schemes, and conceptual models will be employed.
Prerequisites: None.

BUS 525 Human Resources Management

A study of the process of bringing people and organizations together so the goals of each are met. Emphasis is on the growing need to link strategic planning of the organization with human resource planning.
Prerequisites: None.

BUS 527 Leadership

A study of leadership as a function of management. Emphasis is placed on approaches and techniques that have proven effective, literature searches, communication skills, and the development of an effective business environment.
Prerequisites: None.

"The Wesleyan M.B.A. has provided a great learning environment. Classes have provided an excellent opportunity to interact with fellow professionals. Both my oral and written presentation skills have improved, which has been a benefit to me within my organization. I encourage other working professionals to pursue a Wesleyan M.B.A."

John G. Alastanos
Process Development Leader
CNG Transmission

BUS 530 Marketing Management

A study of the role of marketing from the management viewpoint. Consumer behavior, identification, and measurement with regard to market segmentation and product positioning are examined. Students analyze the marketing mix (product, price, distribution and promotion). Case studies and student presentations are emphasized throughout the course.
Prerequisites: Principles of Marketing.

BUS 532 International Marketing

An examination of the strategic implications of international marketing--whether one is marketing abroad or defending against foreign competition at home. Case studies concentrate on building industrial and consumer market plans spanning two or more countries. Topics include the organizational problems of managing markets at great distances, the role of culture in analyzing consumer motivation, international transactions and nations' comparative advantages in international trade.
Prerequisites: BUS 530.

BUS 540 Business Research and Forecasting

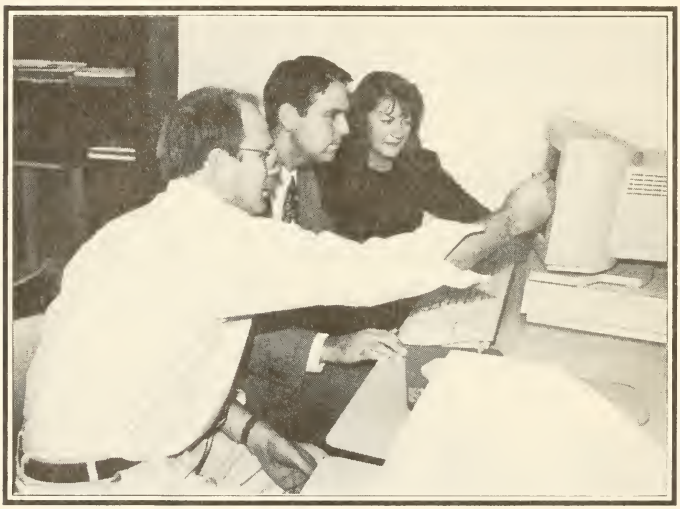
A practical study of the sources of business data and their use in decision making. Students explore various methodology of research design including: the scientific approach, descriptive versus causal studies, data collection, questionnaire design, sampling theory, data compilation and interpretation, variance analysis and extrapolation. Students also practice writing and presenting business research findings.
Prerequisites: Recommended as one of the first M.B.A. Courses.

BUS 545 Statistical Methods

A study of the statistical models, probability distributions, hypothesis testing, regression, transformation, analysis of variance, chi-square, time series analysis and forecasting. Computer software analysis of case materials is utilized.
Prerequisites: Statistics.

BUS 560 Management Information Systems

An examination of the impact of computer technology on the management of resources. Topics include: computer management applications, information management, system performance, system planning, selection, implementation and evaluation from a managerial perspective. Emphasis on presentation and case analysis using current software packages for decision analysis, modeling and data storage and retrieval.
Prerequisites: None.



BUS 570 Managerial Economics

An application of microeconomic concepts and decision science methodology for the solution of managerial problems. Topics include: the theory of consumer behavior, the theory of the firm, the theory of market structures and pricing, game theory, linear programming, input-output analysis, statistical estimation, forecasting and capital budgeting.
Prerequisites: Principles of Economics; Statistics is also strongly recommended.

BUS 583 Personal Investment Strategy

A study of the practical application of concepts applicable to investing and personal financial planning. Various investment opportunities in the United States today shall be considered. The primary emphasis will be the "stock market" as a means of maximizing return and minimizing risk.
Prerequisites: None.

BUS 584 Productivity Software for Managers

A review of computer-based information processing systems that support the operations and decision-making processes in organizations. Students gain practical experience in using productivity software, including spreadsheet, database, graphing, and word processing packages, on both the mainframe and the microcomputer. Previous computer experience is not required. This course is recommended as a foundation M.B.A. course for students who do not have a strong database and spreadsheet background.
Prerequisites: None.

BUS 585 Business and Society

A study of the ethical decision-making in the business context. Topics include: ethics and free-market ideology, the competitive advantage of ethics-based thinking, uncovering organizational ground rules, breaking the gridlock of competing interests, three ethical conceptual "tools," conflicts between business ethics and public ethics, and the relationship between business culture and business ethics. Extensive use is made of case studies and student presentations throughout the course.
Prerequisites: None.

"The Wesleyan MBA Program imparts the knowledge, tools, and shared experiences to enhance the business careers of its students."

Richard C. Clemens
Associate Professor of Business,
1995 recipient of Wesleyan's
Exemplary Teaching Award

BUS 588 Special Topics

Special Topic courses or seminars are those not otherwise identified in the catalog as a regular core or elective course in the M.B.A. Program curriculum. Such courses are frequently offered, and typically examine special business trends. Some of the more recently offered special topic courses are (1) High Performance Teams, (2) Federal Income Taxation, (3) Monetary Economics and (4) Utilizing Technology in Business Communications.

BUS 590 Executive Communications

A critical analysis of the implications and importance of clear, correct, and coherent communication in the business environment with extensive practice in making forceful oral presentations and preparing effective letters, memoranda and reports.
Prerequisites: None.

BUS 595 Business Policy

The capstone course for the M.B.A. candidate designed to integrate the functional areas of accounting, finance, management and marketing. Patterned after the Harvard case method. Out-of-class readings, analysis, study group interaction, written reports, panel discussions and oral presentations are required.
Prerequisites: BUS 501, 515, 520, 530, 570.

Our Program's students and faculty at a reception
following a lecture in the continuous
M.B.A. Executive Lecture Series.

TRANSFER CREDITS

Students are permitted to transfer from other graduate schools a maximum of nine semester hours of appropriate graduate credit provided grades earned are "B" or better, subject to approval of the Program Director. The courses must have been completed within five years prior to admission into the Program. Any request for transfer of credits must include an official transcript and a copy of the official catalog course descriptions.

TIME LIMITS

Students must complete all M.B.A. course requirements within seven years from the date of enrollment in the first M.B.A. course.

MBA FACULTY AND STAFF

RICHARD C. CLEMENS

Receiving his B.B.A. in accounting from Ohio University and M.B.A. with an emphasis in statistics from Bowling Green, Clemens has more than 25 years of teaching and consulting experience. Prior to beginning his tenure at Wesleyan in '77, he held an accounting position with PPG Industries. Clemens' extensive knowledge and instruction of management information systems makes him highly acclaimed in cyberspace. The '95 recipient of Wesleyan's Exemplary Teaching Award, he instructs the M.B.A. "Statistical Methods" course.

ANTHONY DAVIES

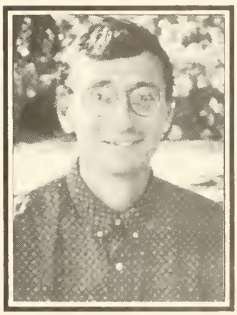
Dr. Davies received his bachelor degree in economics from St. Vincent College and Ph.D. from State University of New York at Albany. He was honored with the Distinguished Doctoral Dissertation Award. Founder and president of Paragon Software, a subsidiary of Microprose Corporation, he designed EcoSim, an economic simulation used by colleges worldwide. Davies is well-published and has lectured internationally. Joining the Wesleyan faculty in '92, he instructs the M.B.A. "Managerial Economics" and special topic courses.

MICHAEL B. ERVIN

Ervin received his bachelor degree from West Virginia University, Master of Accounting from the University of Denver and Master of Taxation from the University of Hartford. He has twelve years of teaching experience, joining the Wesleyan faculty in '93. Ervin has worked in private and public accounting in the mineral and insurance industries. Certified as a Public Accountant, Financial Planner, Practitioner of Taxation, and a Registered Investment Representative, he instructs the M.B.A. "Financial Management" and special topic courses.

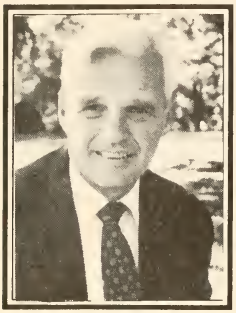
ANTHONY A. GUM

Receiving his bachelor degree from Glenville State College and master degree from Marshall University, Gum began his tenure at Wesleyan in 1969. He served as chairman of the Business Department from 1981-94. Additionally, Gum has served as mayor of Buckhannon since '86, and was West Virginia's Mayor of the Year in '94. He instructs the M.B.A. "Operations Management" and "Leadership" courses.



BERNARD F. "CHIP" KEATING

Dr. Keating received his M.A. and Ph.D. in Philosophy from the University of Virginia in '77, when he began his tenure at Wesleyan. He is well-published, with a more recent work being "The Prisoner's Dilemma." Keating instructs the M.B.A. ethics course "Business and Society."



GEORGE A. KLEBEZ

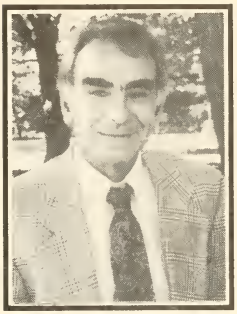
Dr. Klebez received his bachelor degree from Wesleyan, and master and doctorate degrees from Indiana University. Instructing courses at Wesleyan for eight years before taking a position at Union Drilling Incorporated, now Equitable Resources, Inc., he served as company personnel director. Klebez returned to Wesleyan in 1986, and is the College's athletic director, while instructing the M.B.A. course "Human Resource Management."

MELISSA S. LODER

Receiving her bachelor degree in human resources and education, and master of public administration degree from West Virginia University, Loder joined the Wesleyan faculty in '94. Her experience includes teaching at Radford University, Fairmont State College and Virginia Tech. Loder is president of her own training and organizational development company, "Ask Melissa, She'll Tell You." A Certified Professional Trainer, she instructs the MBA "Marketing Management" and special topic courses.

DAVID W. McCAULEY

Receiving his bachelor and jurisdoctorate degrees from West Virginia University, McCauley began his law practice in '83 as an associate and later a partner with the Buckhannon firm of Coleman & Wallace. Concentrating a litigative practice in municipal, real estate and construction law, McCauley serves as Buckhannon's City Attorney while teaching courses in business law, and labor and management relations at Wesleyan, since '83. He was appointed in '94 as the College's M.B.A. Program Director and also serves as general legal counsel.

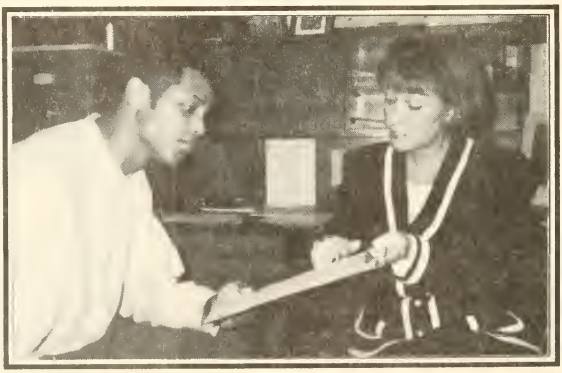


HAMID SHAAFI

Dr. Shaafi received his Ph.D. in business administration from Syracuse University, and completed a three year post doctoral study at the University of South Florida. With 17 years of full-time teaching experience in the U.S., Shaafi also has ten years of business and educational administrative experience. A Certified Management Accountant, he joined the Wesleyan Faculty in '90, and instructs the M.B.A. "Managerial Accounting" and "Business Research and Forecasting" courses.

HERBERT W. SMITH

Receiving his bachelor and master degrees in economics from West Virginia University, Smith has twelve years of teaching experience in business, economics and management information system courses. A developer of custom database management software for small businesses, he is employed by MPL Corporation, and has instructed the M.B.A. "Management Information Systems" and special topic courses.



ACADEMIC STANDARDS

Students are expected to do superior work and must maintain a 3.0 ("B") grade point average (g.p.a.) to remain in good standing. Any student whose g.p.a. falls below 3.0 after attempting nine or more semester hours of course work will not be in good standing and will be considered on academic probation. A student will be given an additional nine hours in which to raise his or her g.p.a. to 3.0. If the student fails to attain the 3.0 g.p.a. during this probationary period, the student is subject to dismissal from the Program.

Students may not graduate from the Program without attaining a 3.0 g.p.a. Dismissal may be appealed to the College's Academic Dean. West Virginia Wesleyan College reserves the right to require students to withdraw if their scholarship proves unsatisfactory (i.e., below 3.0 average) or if their presence is determined by the College's administration to jeopardize in any way the ideals and standards of the College.

Any student receiving a "D" or "F" in a course shall repeat that course. While the original "D" or "F" will remain on the transcript, when the course is repeated satisfactorily, the "D" or "F" shall not be counted further in calculating the g.p.a. The "D/F" repeat privilege will be limited to two courses.

Any student receiving a "C" in a course may in the student's discretion repeat that course. At such time the course is repeated with the attainment of a grade of "A" or "B", the previous "C" together with any new grade shall be averaged together in calculating the cumulative g.p.a.

If a student making a passing grade cannot complete work in a course because of illness or other emergency, an "I" (Incomplete) shall be entered temporarily on the record. A course recorded as incomplete must be completed within the next ensuing semester except when an extension of time is granted by the instructor and Program Director. Otherwise, the "I" shall automatically convert to an "F", or such other grade as the instructor assigns based on work actually completed.

PROFILE OF THE COLLEGE

LOCATION	The 100 acre campus is centrally located in the city of Buckhannon, WV. Buckhannon is a 30 minute drive from airline and bus services available in Clarksburg, WV.
HISTORY	Founded by the Methodist Church in 1890.
DEGREES AND MAJORS	39 majors; Bachelor of Arts, Bachelor of Music Education, Bachelor of Science, Bachelor of Science in Nursing, Master of Business Administration.
ENROLLMENT	The undergraduate enrollment exceeds 1500 students. In 1995, the graduate student population exceeded 100.

LIBRARY

The A.M. Pfeiffer Library maintains a collection of over 145,000 volumes and subscribes to 655 current periodicals and newspapers. Its own holdings are accessed via computer terminals using the ATLAS system from Data Research Associates. EPIC and DIALOG, online services which provide subject access to more than 220 million sources, allow access far beyond the Wesleyan campus. A number of databases on CD are available, as well as a microcomputer lab containing IBM PC's, Macintoshes, and terminals for the College's VAX mainframe system.

COMPUTER TECHNOLOGY

The College's computing center includes state-of-the-art microcomputer laboratories as well as the mainframe VAX 11/750 and Microvax 3800 and 3900 to support instructional, administrative and library uses.

HOUSING

Wesleyan residence hall and dining facilities can accommodate more than 1,300 students. There are seven residence halls and a complex of apartments and suites that house approximately 90 percent of the student body. Full-time graduate students may reside on campus if space is available.

TUITION AND FEES

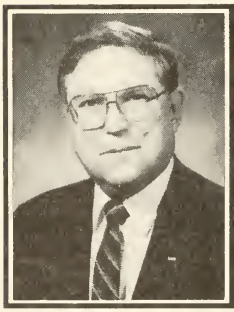
TUITION AND FEES

All tuition, fees and other charges are established by the College and are subject to change without prior notice. The schedule of tuition and fees for the 1995-1996 academic year was as follows:

Tuition (per semester credit hour)	$275.00
Audit Fee (per semester credit hour)	137.50
Application Fee	15.00
Graduation Fee	45.00

FINANCIAL AID

Various financial aid opportunities are available including interest-free loan deferrals, Federal Student Loan Programs and other loan opportunities. Additionally, many employers participate through full or partial tuition reimbursement with their employees who participate in the Program. For further information contact the Wesleyan Financial Aid Office at (304) 473-8080.



"CNG Transmission is pleased to have twelve employees graduate from the West Virginia Wesleyan MBA Program under our Education Refund Plan. The broad exposure they have received from the curriculum has helped to make them better business people and more valued employees."

L. J. Timms, Jr.
President
CNG Transmission Corporation

WITHDRAWAL FROM COURSES

A student will be permitted to withdraw from a course only during the period designated in the academic calendar. The student should verify this period each semester with the Registrar of the College or the Director of the M.B.A. Program. In order to withdraw from a course, a student must submit a written request to the Director of the M.B.A. Program prior to the end of the above mentioned period.

If the student is granted permission to withdraw, a "W" shall be entered on the permanent record. If a student discontinues a course after the specified date for withdrawal and/or without permission of the Dean of the College, FW (Failure, Irregular withdrawal) shall be entered on the record.

REFUNDS AFTER WITHDRAWAL

Funds in excess of institutional costs are refunded to the student after the schedule change period and must be requested in writing.

Before 3rd Class Session	80%
Before 5th Class Session	60%
Before 7th Class Session	40%
After 7th Class Session	No Refund

CAREER PLACEMENT

The College maintains a Career Counseling and Placement Office which is available to M.B.A. students. Assistance is provided by trained professionals who assess strengths and weaknesses and offer advice in resume preparation. In addition, career exploration and professional advancement are prevailing themes in many M.B.A. courses.

ALUMNI NETWORK GROUP

Formed in 1995, the M.B.A. Alumni Network Group serves to link the Program's current students with graduates. The "Group" recognizes the need for professionals to be kept apprised of the most current trends and developments in the business world. The utility of participation in the Wesleyan M.B.A. Program does not end with graduation and the nexus with M.B.A. alums provides yet another valuable educational resource for all current students in the Program.

ACCREDITATION The entire academic program of the College, including the M.B.A. Program, is accredited by the North Central Association of Colleges and Secondary Schools, one of the six regional accrediting agencies approved by the U.S. Department of Education.

MEMBERSHIPS The Wesleyan M.B.A. Program maintains membership in the Association of Collegiate Business Schools and Programs (ACBSP).

VISITORS INFORMATION Visitors to the College are welcome at all times. The administrative offices are open Monday through Friday from 8 a.m.-12 p.m. and 1 p.m.-4 p.m. Members of the Program's admissions staff and faculty are available at other times by appointment.

"In addition to the individualized attention given to students by our program's faculty, our students, most of whom have been working professionals for ten years or longer, learn from each other by sharing their real world experiences in the classroom."

Anthony A. Gum
Associate Professor of Business
and Mayor of Buckhannon

NOTES

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Enrichment For Your Future

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MBA Program Director
West Virginia Wesleyan College
Buckhannon, WV 26201
Phone: 304-473-8MBA
Fax: 304-473-8479